

Abstract of the Disclosure

An information serving system includes a broadcasting station module (TV), user module (RV), and advertising agency module (AD). The broadcasting station module (TV) broadcasts 5 pieces of broadcast information including at least video information. The user module (RV) receives the broadcast information, selects an image component composing an image from the received broadcast information, and produces specification information indicative of the selected image component. The 10 user module (RV) transmits the produced specification information, while receiving component information to represent the received component information. The advertising company module (AD) acquires the specification information, and transmits to the user module (RV) the component information indicating an image component specified by the acquired specification information. This allows a viewer viewing a 15 broadcasted program to acquire detailed information about a desired image component in an easier and quicker manner, thus enhancing usability of a broadcasting business.